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Hollingsworth & Funk, LLC  
Suite 125  
8009 34th Avenue South  
Minneapolis, MN 55425

EXAMINER
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RUSTEMEYER, BRETT J

ART UNIT	PAPER NUMBER
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2623

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09/03/2008

PAPER

**Please find below and/or attached an Office communication concerning this application or proceeding.**

The time period for reply, if any, is set in the attached communication.

<b>Office Action Summary</b>	<b>Application No.</b> 10/511,797	<b>Applicant(s)</b> KOPRA ET AL.	
	<b>Examiner</b> BRETT RUSTEMEYER	<b>Art Unit</b> 2623	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

### Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

### Status

- 1) ☒ Responsive to communication(s) filed on 05/27/2008 (Applicant's Response).
- 2a) ☒ This action is **FINAL**.                      2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

### Disposition of Claims

- 4) ☒ Claim(s) 1-25 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-25 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

### Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 10 October 2004 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

### Priority under 35 U.S.C. § 119

- 12) ☒ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☒ All    b) ☐ Some \*    c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
  2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3. ☒ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

### Attachment(s)

- |  |   |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)          | 4) <input type="checkbox"/> Interview Summary (PTO-413)           |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | Paper No(s)/Mail Date. _____                                      |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08)          | 5) <input type="checkbox"/> Notice of Informal Patent Application |
| Paper No(s)/Mail Date _____  | 6) <input type="checkbox"/> Other: _____                          |

## **DETAILED ACTION**

### ***Response to Amendment***

1. This office action is in response to applicant's response and arguments dated on May 27<sup>th</sup>, 2008, hereinafter referred to as "Applicant's Response". In response to rejections made in the previous office action dated February 22<sup>nd</sup>, 2008, hereinafter referred to as "Examiner's Action", the Applicant has respectfully requested the withdrawal of the Examiner's 35 U.S.C. § 102 (e) rejections of claims 1-4, 6-10, 21, 22, 24, and 25 and the Examiner's 35 U.S.C. § 103 (a) rejections of claims 5, 11-20, and 23 in light of the remark/arguments documented in Applicant's Response. Claims 1-25 are currently pending.

### ***Response to Arguments***

2. Applicant's arguments and remarks documented in Applicant's Response pertaining to the 35 U.S.C. § 102 (e) rejections have been fully considered, but are not persuasive.

- a. It is the opinion of the applicant that U.S. Patent Application Number "2002/0144641 A1", invented by William H. Lewis (hereinafter referred to as "Lewis"), fails to disclose, teach or suggest the following limitation from claims 1, 11 and 21:

*"sending, if the user requests delivery of the object based on the object identification, a transaction signal with an object identification to a database of at least one object through a radio system"*

Art Unit: 2623

The Examiner respectfully disagrees. In the Examiner's Action, the Examiner cited Figure 3C in association paragraphs [0092], and [0131]-[0134] of Lewis with respect to the alleged missing limitation. Lewis at the given citations provides:

**Figure 3C:**

Patent Application Publication Jun. 30, 2005 Sheet 4 of 20 US 2005/0144641 A1

<u>Transaction Menu</u>		
<u>Selections</u>	<u>Price</u>	<u>R/O</u>
Star Wars	4.99	R
Die Hard	3.99	R
Dr. Doolittle	19.95	P
Jaws	13.99	P
<u>Total</u>	<u>42.92</u>	

  

<u>Payment Method:</u>		
	<u>Acct. No.</u>	<u>Exp.</u>
<u>Visa/MC</u>	_____	_____
<u>AMEX</u>	_____	_____
<u>Debit Card</u>	_____	_____
<u>Other</u>	_____	_____

**FIG. 3C**

**Paragraph [0092]:**

The choices provided to the user interface or the display may include retrieval of specific selections, previews, excerpts, reviews, or other information regarding the potential selections. For example, referring now to FIGS. 3a, 3b, and 3c, a user may choose to access any of several different services. This information may be resident on the microprocessor, the microprocessor, the storage device, the data feed (e.g., Java applets), or any combination. FIG. 3a is an example of a master menu for accessing different types of data fields. This menu may be viewed by the display means or through other display means viewed by the user, such as on FIG. 3b represents a choice to access movies, videos, and game cartridges for either rental or purchase, in essence a virtual video rental store. The movies are browsed, previewed, and selected using various search and retrieval algorithms (e.g., genre, title, year, actor, and director). The selections are made by user and the financial transaction is completed by payment through a screen such as seen in FIG. 3c.

Art Unit: 2623

**Paragraph [0131]:**

The local VPR/DMS unit 30 is directly connected to broadcasters 39, data content providers 41, software accessory providers 42 and a remote Automatic Transaction Server (ATS) 29. Data products, including free or pay-per-view television or radio broadcasts, audio and/or video products, and software products may be received directly from the broadcasters 39, data content providers 41, and software accessory providers 42 and recorded on the local VPR/DMS 30.

**Paragraph [0132]:**

The remote ATS 29 provides a billing interface between the end user and the content providers 39, 41, and 42 as well as an information and auto-programming source for local VPR/DMS unit 30. This device may be located at the content provider's site, or it may be administered by the content provider/broadcaster. The local VPR/DMS unit 30 interfaces with remote ATS 29 at regular intervals to download the latest programming/scheduling information for timed television/radio broadcasts so that the end user may reliably program local VPR/DMS unit 30 to record timed broadcasts. Additionally, remote ATS 29 provides local VPR/DMS unit 30 with an electronic catalog of audio, video or software products available for direct rental or purchase. Additionally, user account information may be stored on remote ATS 29 or securely transmitted through remote ATS 29 for easy interface with billing authorities 30 and context providers 39, 41, and 42 to negotiate rentals, purchases or pay-per-view broadcasts.

**Paragraph [0134]:**

Data feeds 10a-10c are directly link broadcasters, content providers and the remote ATS to the local VPR/DMS unit 30. Data, including direct audio/video and software products, broadcast programs or audio/video data from local consumer electronics or computers is received and/or transmitted by local VPR/DMS unit 30 via data feeds 10a-10c Data on data feeds 10a-10c is received by receiver 2 which digitizes received analog data and which may compress both digitized analog data and native digital data...

Lewis discloses a system for handling data and transactions involving data through the use of virtual transaction zone (See Abstract). From the highlighted citations, Lewis describes the process of providing an end user with an electronic catalog of data products available for rental or purchase from various broadcasters and/or data providers via a plurality of data feeds. The end user makes his or her selections and the financial transaction is completed by payment through a screen such as Figure 3C. Lewis further discloses of a remote Automatic Transaction

Art Unit: 2623

Server (ATS), which is used as the billing interface between the end user and the content provider. The user account information is securely transmitted through remote ATS for easy interface with billing authorities and content providers to negotiate rentals, purchases or pay-per-view broadcasts (emphasis added). According to one embodiment, the ATS may be located at the content provider's/broadcaster's (See [0023] for clarification) site, or it may be administered by the content provider/broadcaster.

The Examiner contends it is inherent from these teachings that said user account information comprises the end user's selection information and payment information. The remote ATS cannot negotiate an end user's requested rental, purchase, or pay-per-view broadcast a content provider without providing said selection information. See paragraph [0034] of Lewis for further clarification of this process.

The Examiner contends that the user account information is transmitted through a radio system for two reasons. First, the end user has the ability to securely transmit the user account information, e.g., comprising a selection of a pay-per-view radio broadcast and payment information, to the remote ATS server. For said user account information to reach the ATS server, the user account information must be sent "through the radio system", since the remote ATS server is located at the content provider/broadcaster (e.g., radio broadcaster) site. Second, the Applicant has made no clear distinction between the radio system and the broadcast system in the independent claims. In one interpretation, the broadcast system could transmit information through both a radio system, in a sense that a cable network transmits radio frequency signals to its end users, and also through the Internet, assuming the ATS server is located at the broadcast system.

Art Unit: 2623

- b. It is further the opinion of the applicant that Lewis fails to disclose, teach or suggest the following concept from claims 1, 11 and 21:

*“delivering the requested object via the radio system”*

The Examiner respectfully disagrees. In the Examiner's Action, the Examiner cited paragraphs [0079], and [0131]-[0134] with respect to the alleged missing limitation. Lewis at the unaddressed citation provides:

**Paragraph [0079]:**

Referring now to FIG. 2a, which illustrates a television embodiment, the drawing depicts a block diagram of a television incorporating one embodiment of the invention. Data feed lines 10a-10n transmit data from television, cable television, satellite, or UHF/VHF broadcasts or from other local data sources (including VCR's, laser disc players, DVD players, video cameras, or any other audio, video, or combination audio/video (collectively "A/V") data transmitter known in the art to the receiver 11.

From the highlighted citations, Lewis describes how the data feeds directly link broadcasters, content providers and the remote ATS to the local Data Management System and Audio/Video Processor Recorder-player (VPR/DMS). Furthermore, requested data, including direct audio/video and software products, broadcast programs or audio/video data is received by the local VPR/DMS via the data feeds; wherein data feeds include network television broadcasts, UHF/VHF signal receivers, cable television broadcasts, satellite broadcasts, radio broadcasts (emphasis added), audio/video data signals, or computer data signals are received at the receiver (See [0034] and [0070] for further clarification). Thus, teaching the alleged missing concept.

Art Unit: 2623

3. Applicant has further traversed the Examiner's use of Official Notice in response to claims 5 and 11, respectively shown below:

*(i) "delivering the object identification from the broadcast system to at least one user terminal as an RDS broadcast"; and*

*(ii) "a radio system including at least one base station.*

To address the applicant's challenge to the Examiner's use of Official Notice in the Examiner's Action, Examiner introduces United States Patent Application "2002/0055343 A1" invented by Trudy D. Stetzler et al. (hereinafter referred to as "Stetzler") and PCT Publication "WO 01/45308 A2" invented by S. Robinson (hereinafter referred to as "Robinson").

**Regarding limitation (i),** Lewis discloses the act of delivering the object identification from the broadcast system to at least one user terminal through the radio system ([0079], [0131]-[0134]), Lewis fails to disclose the radio system is an RDS broadcast. However, in related art, Stetzler discloses of a system and method for radio program guide capability in a digital radio system. In this system, one or more broadcasting units send a multiplexed signal to an end user's receiver unit (See FIG. 7A & 7B with [0029]). A first stream of the signal, referred to as signal stream I, provides program information (e.g., radio broadcast) to the receiver, while a second stream of the signal, referred to as signal stream II, provides supplementary data, such as program-related or other data, to the receiver [0029]. According to one embodiment, a display



Art Unit: 2623

associated with the receiver provides a user interface as depicted in Figure 6C; wherein a user is provided with promotion materials [0028].

Therefore, it would have been obvious to one having ordinary skill in the art, at the time of the invention, to apply the technique of transmitting a multiplexed signal containing both program information, and supplementary data (e.g., “program guide data”, “promotional materials”) over a wireless broadcast to the receiver of an end user as described by Stetzler, to improve the radio broadcasting systems of Lewis, for the predictable result of providing a means for combining promotional materials (i.e., advertisements) with wireless radio broadcasts as desired by Lewis in paragraph [0183].

While the combined teaching of Lewis and Stetzler discloses the transmission of program information, and supplementary data through a wireless radio broadcast, their combined teaching fails to disclose that the wireless radio broadcast is an RDS broadcast. However, in related art, Robinson discloses of system and method for receiving broadcast and telecommunication signals arranged to support selection of both radio frequency broadcast and Internet data in a single device (See Abstract). In this system an AM/FM broadcaster provides broadcast signals, in accordance with the radio data system (RDS) protocol, to an end user’s receiver (See [Page 3, L1-L3] and [Page 9, L19-L21]). The received RDS data signals comprise information about the location and operation of broadcast antennas and contain indications of alternative frequencies on which a given channel may be received from adjacent broadcast antennas, along with channel identifier information, and uniform resource locator (URL) information (See [Page 9, L34 to Page 10, L4], [Page 11, L17-L21]). The RDS signals are processed by the receiver and used to

Art Unit: 2623

selectively access supplementary information associated with the broadcast located at a specific address of the Internet ([Page 13, L20-L24]).

Therefore, it would have been obvious to one having ordinary skill in the art, at the time of the invention, to apply the technique of providing supplementary information containing URL information within an RDS broadcast described by Robinson, to improve the modified system of Lewis and Stetzler, for the predictable result of broadcasting supplementary information in accordance with regulatory standards. Furthermore, the combination of these references would yield the predictable result of providing an end user with a specific web address of one or more products offered by the ATS server. Thus, the combined teaching of Lewis, Stetzler, and Robinson, as a whole, disclose limitation (i).

**Regarding limitation (ii)**, the combined teaching of Lewis, Stetzler, and Robinson, as a whole disclose of a wireless radio broadcast conforming to the RDS protocol; wherein the radio system includes at least one base station (See FIG. 7A & 7B with [0029] of Stetzler)

### ***Claim Rejections - 35 USC § 102***

4. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

**(e) the invention was described in a patent granted on an application for patent by another filed in the United States before the invention thereof by the applicant for patent, or on an international application by another who has fulfilled the requirements of paragraphs (1), (2), and (4) of section 371(c) of this title before the invention thereof by the applicant for patent.**

Art Unit: 2623

5. Claims 1-10, 21, 22, 24, and 25 are rejected under 35 U.S.C. 102 (e) as being anticipated by Lewis.

**Regarding claim 1**, Lewis teaches of a method of delivering an object relating to a broadcast media stream to a user terminal of a radio system, the method comprising:

broadcasting the media stream by a broadcast system ([0070], [0088], [0089] with respect to FIG. 2b),

associating the object to the media stream in the broadcast system ([0188], [0189]),

delivering an object identification of the object from the broadcast system to at least one user terminal ([0177]-[0186]),

presenting the object identification in synchronization with the media stream in the user terminal ([0085], [0179]-[0184], [0186]-[0189]),

sending, if a user requests the delivery of the object based on the object identification, a transaction signal with the object identification from the user terminal to a database of at least one object through the radio system ([0092], [0131]-[0134] with respect to FIG. 3c), and

delivering the object of the object identification from the database to the user terminal, which sent the request signal, through the radio system ([0079], [0131]-[0134]).

**Regarding claim 2**, Lewis teaches the method of claim 1, the method further comprising providing the broadcast system with object identifications of the objects available in a database of an object provider ([0188]).

Art Unit: 2623

**Regarding claim 3**, Lewis teaches the method of claim 1, the method further comprising creating the objects and the object identifications in the broadcast system and saving the objects in a database (A perspective advertiser or content provider must provide advertisement data (audio/video/text, etc.) according the Central/Control Database's available advertising format as discussed in [0188]. Broadcasters may include control and/or program information in a multi-formatted program as disclosed in [0137]. Thus, respectively creating modified advertisement data and modified multi-formatted programs which may be stored in the ATS as disclosed in [0132]).

**Regarding claim 4**, Lewis teaches the method of claim 1, the method further comprising delivering the object identification from the broadcast system to at least one user terminal through the radio system ([0079], [0131]-[0134]).

**Regarding claim 6**, Lewis teaches the method of claim 1, the method further comprising sending the transaction signal from the user terminal directly to the database of the object provider through the radio system ([0092], [0131]-[0134] with respect to FIG. 3c).

**Regarding claim 7**, Lewis teaches the method of claim 1, the method further comprising sending first the transaction signal from the user terminal to a server serving the broadcast system through the radio system, and sending a signal with the object identification from the server to the database of the object provider ([0092], [0131]-[0134] with respect to FIG. 3c).

Art Unit: 2623

**Regarding claim 8**, Lewis teaches the method of claim 1, the method further comprising associating the object identification to the media stream such that the object identification is attached to a broadcasting timeline of the media stream, and delivering the object identification in accordance with the broadcasting timeline of the media stream ([0179]-[0184], [0186]-[0189]).

**Regarding claim 9**, Lewis teaches the method of claim 1, the method further comprising recording and processing the transfer of each object to the user terminals by means of a transaction processing device ([0092], [0131]-[0134] with respect to FIG. 3c).

**Regarding claim 10**, Lewis teaches the method of claim 1, the method further comprising identifying the format of the object identification and the object by means of the user terminal, the identifying revealing information, such as the supporting application needed, additional rights pertaining to the object, forwarding limitations associated with the object, or any combination thereof ([0043], [0083], [0134], [0144], [0160]).

**Regarding claim 21**, Lewis teaches of a user terminal of a radio system, wherein the user terminal is configured to

receive an object identification of an object from a broadcast system ([0177]-[0186]), the object being associated and synchronized to the broadcast media stream in the broadcast system ([0085], [0179]-[0184], [0186]-[0189]),

Art Unit: 2623

present the object identification in synchronization with the media stream in the user terminal ([0085], [0179]-[0184], [0186]-[0189]),

send, if a user requests the delivery of the object based on the object identification, a transaction signal with the object identification to a database of at least one object through the radio system ([0092], [0131]-[0134] with respect to FIG. 3c), and

receive the object of the object identification delivered from the database through the radio system ([0079], [0131]-[0134]).

**Regarding claim 22**, Lewis teaches of the user terminal of claim 21, wherein the user terminal is configured to receive the object identification from the broadcast system through the radio system (Please refer to the reasons stated by the Examiner in response to claim 4).

**Regarding claim 24**, Lewis teaches of the user terminal of claim 21, wherein the user terminal is configured to send a transaction signal directly to the database of the object provider through the radio system (Please refer to the reasons stated by the Examiner in response to claim 6).

**Regarding claim 25**, Lewis teaches of the user terminal of claim 21, wherein the user terminal is configured to send a transaction signal from the user terminal to a server serving the broadcast system through the radio system, the server then sending a signal with the object identification to the database of the object provider (Please refer to the reasons stated by the Examiner in response to claim 7).

Art Unit: 2623

***Claim Rejections - 35 USC § 103***

6. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

The factual inquiries set forth in **Graham v. John Deere Co., 383 U.S. 1, 148 USPQ 459 (1966)**, that are applied for establishing a background for determining obviousness under 35 U.S.C. 103(a) are summarized as follows: (*See MPEP Ch. 2141*)

- a. Determining the scope and contents of the prior art;
- b. Ascertaining the differences between the prior art and the claims in issue;
- c. Resolving the level of ordinary skill in the pertinent art; and
- d. Evaluating evidence of secondary considerations for indicating obviousness or nonobviousness.

7. Claims 5, 11-20, and 23 are rejected under 35 U.S.C. 103(a) as being unpatentable over Lewis in view of Stetzler, further in view of Robinson.

**Regarding claim 5**, Lewis teaches the method of claim 1, the method further comprising delivering the object identification from the broadcast system to at least one user terminal as a radio broadcast ([0177]-[0186]). Lewis fails to explicitly mention that the radio broadcast is a RDS broadcast. However, in related art, Stetzler discloses of a system and method for radio program guide capability in a digital radio system. In this system, one or more broadcasting units send a multiplexed signal to an end user's receiver unit (See FIG. 7A & 7B with [0029]). A first stream of the signal, referred to as signal stream I, provides program information (e.g., radio broadcast) to the receiver, while a second stream of the signal, referred to as signal stream II, provides supplementary data, such as program-related or other data, to the receiver [0029].

Art Unit: 2623

According to one embodiment, a display associated with the receiver provides a user interface as depicted in Figure 6C; wherein a user is provided with promotion materials [0028].

Therefore, it would have been obvious to one having ordinary skill in the art, at the time of the invention, to apply the technique of transmitting a multiplexed signal containing both program information, and supplementary data (i.e., “promotional materials”) over a wireless broadcast to the receiver of an end user as described by Stetzler, to improve the radio broadcasting systems of Lewis, for the predictable result of providing a means for combining promotional materials (i.e., advertisements) with wireless radio broadcasts as desired by Lewis in paragraph [0183].

While the combined teaching of Lewis and Stetzler discloses the transmission of program information, supplementary data through a wireless radio broadcast, their combined teaching fails to disclose that the wireless radio broadcast is an RDS broadcast. However, in related art, Robinson discloses of system and method for receiving broadcast and telecommunication signals arranged to support selection of both radio frequency broadcast and Internet data in a single device (See Abstract). In this system an AM/FM broadcaster provides broadcast signals, in accordance with the radio data system (RDS) protocol, to an end user’s receiver (See [Page 3, L1-L3] and [Page 9, L19-L21]). The received RDS data signals comprise information about the location and operation of broadcast antennas and contain indications of alternative frequencies on which a given channel may be received from adjacent broadcast antennas, along with channel identifier information, and uniform resource locator (URL) information (See [Page 9, L34 to Page 10, L4], [Page 11, L17-L21]). The RDS signals are processed by the receiver and used to



Art Unit: 2623

selectively access supplementary information associated with the broadcast located at a specific address of the Internet ([Page 13, L20-L24]).

Therefore, it would have been obvious to one having ordinary skill in the art, at the time of the invention, to apply the technique of providing supplementary information containing URL information within an RDS broadcast described by Robinson, to improve the modified radio broadcast system of Lewis and Stetzler, for the predictable result of broadcasting supplementary information in accordance with regulatory standards. Furthermore, the combination of these references would yield the predictable result of providing an end user with a specific web address of one or more products offered by the ATS server. Thus, the combined teaching of Lewis, Stetzler, and Robinson, as a whole, disclose the missing limitation of Lewis.

**Regarding claim 11**, a media system relating to a broadcast system configured to broadcast a media stream, the media system further comprising:

a radio system including at least one base station and at least one user terminal, the broadcast system having a connection to the radio system (See FIG. 7A & 7B with [0029] of Stetzler),

the broadcast system being configured to associate at least one object identification to a broadcasting timeline of the broadcast media stream ([0188], [0189]) and

the broadcast system being configured to deliver object identifications to the user terminals ([0177]-[0186]);

Art Unit: 2623

the user terminal being configured to receive at least one object identification from the broadcast system ([0177]-[0186]) and to present the at least one object identification in synchronization with the media stream ([0085], [0179]-[0184], [0186]-[0189]), and

the user terminal being configured to send, if a user requests the delivery of the object based on an object identification, a transaction signal with the object identification to a database having at least one object through the radio system 0092], [0131]-[0134] with respect to FIG. 3c), and

the database being configured to deliver the object of the object identification to the user terminal, which sent the request signal, through the radio system ([0079], [0131]-[0134]) is taught by the combined teaching of Lewis, Stetzler, and Robinson, as a whole.

**Regarding claim 12**, the system of claim 11, wherein the database of the object provider is configured to provide the broadcast system with object identifications of the objects available in the database (Please refer to the reasons stated by the Examiner in response to claim 2) is taught by the combined teaching of Lewis, Stetzler, and Robinson, as a whole.

**Regarding claim 13**, the system of claim 11, wherein the broadcast system is configured to create the objects and the object identifications and save the objects in the database (Please refer to the reasons stated by the Examiner in response to claim 3) is taught by the combined teaching of Lewis, Stetzler, and Robinson, as a whole.

Art Unit: 2623

**Regarding claim 14**, the system of claim 11, wherein the broadcast system is configured to deliver the object identification to at least one user terminal through the radio system (Please refer to the reasons stated by the Examiner in response to claim 4) is taught by the combined teaching of Lewis, Stetzler, and Robinson, as a whole.

**Regarding claim 15**, the system of claim 11, wherein the broadcast system is configured to deliver the object identification to at least one user terminal as an RDS broadcast (Please refer to reasons stated by the Examiner in response to claim 5) is taught by the combined teaching of Lewis, Stetzler, and Robinson, as a whole.

**Regarding claim 16**, the system of claim 11, wherein the user terminal is configured to send the transaction signal directly to the database of the object provider through the radio system (Please refer to the reasons stated by the Examiner in response to claim 6) is taught by the combined teaching of Lewis, Stetzler, and Robinson, as a whole.

**Regarding claim 17**, the system of claim 11, wherein the media system further comprises a server serving the broadcast system, and the user terminal is configured to send the transaction signal to the server through the radio system, the server being configured to send a signal with the object identification to the database of the object provider (Please refer to the reasons stated by the Examiner in response to claim 7) is taught by the combined teaching of Lewis, Stetzler, and Robinson, as a whole.

Art Unit: 2623

**Regarding claim 18**, the system of claim 11, wherein the broadcast system comprises a content creation tool configured to associate the object identification to the media stream such that the object identification is attached to a broadcasting timeline of the media stream, and to deliver the object identification in accordance with the broadcasting timeline of the media stream (Please refer to the reasons stated by the Examiner in response to claim 8) is taught by the combined teaching of Lewis, Stetzler, and Robinson, as a whole.

**Regarding claim 19**, the system of claim 11, wherein the media system further comprises a billing unit configured to record and process of the transfer of each object to the user terminals for billing purposes (Please refer to the reasons stated by the Examiner in response to claim 9) is taught by the combined teaching of Lewis, Stetzler, and Robinson, as a whole.

**Regarding claim 20**, the system of claim 11, wherein the user terminal is configured to identify the format of the object identification and the object, the identifying revealing information, such as the supporting application needed, additional rights pertaining to the object, forwarding limitations associated with the object, or any combination thereof (Please refer to the reasons stated by the Examiner in response to claim 10) is taught by the combined teaching of Lewis, Stetzler, and Robinson, as a whole.

**Regarding claim 23**, the user terminal of claim 21, wherein the user terminal is configured to receive the object identification from the broadcast system as an RDS broadcast (Please refer to

Art Unit: 2623

reasons stated by the Examiner in response to claim 5) is taught by the combined teaching of Lewis, Stetzler, and Robinson, as a whole.

### *Conclusion*

8. **THIS ACTION IS MADE FINAL.** Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Brett Rustemeyer whose telephone number is (571) 270-1849. The examiner can normally be reached on Mon. - Thurs. 6:30 a.m.-5 p.m. EST.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Vivek Srivastava can be reached on (571) 272-7304. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Art Unit: 2623

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/BR/

Art Unit 2623

August 28, 2008

/Vivek Srivastava/

Supervisory Patent Examiner, Art Unit 2623